

THE BASSANO HERALD

VOL II; No. 11.

Bassano, Alberta.

Thursday, March 15, 1956.

\$1.50 per year.

TOWN COUNCIL MEETS

The statutory first meeting of the new Council was held on Monday night, the Mayor and all councillors being present.

The Treasurer's Report showed that funds on hand at the end of February amounted to \$11,436.26.

The replacement of old and damaged trees in the Town was discussed and it was decided to obtain information regarding the best type of trees to plant in the place of the old ones.

Harris, Fingarson & Co. was appointed auditor and P.F. Molnyk of the Department of Municipal Affairs was appointed assessor for 1956. Hugh Pearce was appointed Child Welfare Officer and George Mason was appointed Deputy Mayor for the quarter ending June 30th. The following committees were also appointed, the first named member in each case to be chairman of the committee:

FINANCE - Ratzlaff, Stiles, Brown
PUBLIC WORKS - Mason, Stewart, Ratzlaff
FIRE, LIGHT & POLICE - Stiles, Bacon, Brown
WATERWORKS - Bacon, Mason, Stewart
TOWN PROPERTY - Stewart, Ratzlaff, Mason
CEMETERY, HEALTH & RELIEF - Brown, Stiles, Bacon
COMMUNITY SERVICES - Stewart, Mason, Stiles

The 1956 tax sale date was set for May 14th.

Lot "C", Block 16A, Plan 2660AM was sold to E.A. Barlow, on which he proposes to erect a new residence.

The Council decided to accept the offer of the Bassano Board of Trade and take over the operation of the skating rink and the swimming pool, starting on May 1st.

The purchase of a ditch digger was discussed. It was decided to turn the matter over to the Public Works Committee for further investigation and recommendations.

Accounts totalling \$6,981.25 were approved for payment by the Finance Committee.

BASSANO BROWNIES DO WELL IN HANDICRAFTS

Entries for the County of Newell Brownies' Handicraft Competition were judged recently and the following prizes were awarded:

CLASS I KNITTING - Under 10: Sandy Miller, Bassano; Lyne Stewart, Bassano; Kathy Rust, Bassano.
Over 10: Frances Elias, Tilley; Wendy Simpson, Bassano; Andrea Johnson, Tilley.

CLASS II SEWING - Under 10: Betty Alberts, Brooks; Carol Russell, Tilley; Mary Caldwell, Scandia.
Over 10: Andrea Johnson, Tilley; Nancy Sharp, Tilley; Betty Plant, Scandia.

CLASS III ART - Under 10: Leslie Haskayne, Bassano; Carol Russell, Tilley; Sandy Miller, Bassano.
Over 10: Andrea Johnson, Tilley; Phyllis Schornagel, Bassano; Valerie Hislop, Bassano.

CLASS IV PACK EXHIBIT - First awarded to Tilley (the only entry).

CHURCH SERVICE FOR CURLERS

A fairly good sized congregation turned out on Sunday evening to hear the message delivered to Curlers by Rev. Dr. Clare at the Knox Presbyterian Church. In his message, Dr. Clare likened the principles of curling to the principles of every day life to a very attentive congregation.

A small choir was in attendance and, despite the lack of practice due to the icy blasts of winter, there was an Anthem, "The Twenty Third Psalm", by the choir and a duet, "Hold Thou My Hand", by Mrs. G. Bodmer and Mrs. Redmond accompanied by Mrs. R. Brent at the organ. It is hoped that a larger choir will be organized without delay to practice for the Easter services.

OUR CHURCHES

ST. MARY'S ANGLICAN CHURCH

Passion Sunday

Sunday School 2:00 P.M.
Evensong 3:00 P.M.

Rector - Rev. G.B. Hotchkis
Organist - Miss Meriam Berry

BASSANO EVANGELICAL FREE CHURCH

Sunday School 10:30 A.M.
Evening Worship 7:30 P.M.

Pastor - Rev. L.A. Tiede

KNOX PRESBYTERIAN CHURCH

Sunday School 11:00 A.M.
Evensong 7:30 P.M.

Pastor - Rev. F.A. Clare

TOWN TOPICS

Some of the members of the Bassano Company of the Reserve Army are leaving today for Calgary, where they will undergo a nine weeks training course in army subjects.

We are advised that 35 books have been received from the Department of Extension, University of Alberta, and may be borrowed by applying to Mrs. Kupchenko at her home.

The Recreation Fund of the Home and School Association has received a donation of \$11.75 from Dr. Young. We all say "thank you, Doctor".

The funeral of Jack Evans was held in St. Mary's Anglican Church today with burial following in the Bassano Cemetery.

Mr. Evans was the victim of a tragic shooting accident at Gem on Monday.

The Home and School Amateur Program, which was to have been held on March 9th, was postponed indefinitely owing to the cold weather and drifted roads.

The Town Council hired some men and machinery from Brooks to thaw out waterlines in Town. After thawing out about 25 service lines, it appears that all services are now in operation. So many water consumers are leaving their taps turned on that the filtration plant is working at full capacity in order to supply the demand and the water pressure has suffered as a consequence. There is no necessity to run a full stream of water to prevent freezing the water lines. A stream the size of a lead pencil will do just as well and would probably improve the water pressure.

The Anglican Ladies Guild will meet at the home of Mrs. Eaby on Wednesday, March 21 at 3:00 P.M.

Rev. Clarence Strom, President of Fellowship of Gospel Churches, will be the speaker at the Bassano Evangelical Free Church at the rally scheduled for March 20 to 25 inclusive. He will commence his addresses at 8:00 P.M. each evening.

The sudden thaw has caused the snow to melt in the streets and has caused a major problem in drainage for the Town employees.

The Sports Clinic

(An official department of Sports College)
Conducted by Lloyd "Ace" Percival

Pre-season conditioning hints

A good investment for the coming season, no matter what sport you play, is to strengthen the key areas of the body. Dr. T. K. Cureton of the University of Illinois has shown that improved strength means improved playing ability in all sports.

Here are two areas which are important to any athlete:

1. Lower leg and foot. A very good exercise is the "heel and toe rock and lift." Take a standing position with your feet together. Rock forward on your toes as far as you can. Then rock back on to your heels trying to touch your toes to your shin bones. Do 10 of these, rest and then repeat. Continue until you are just reaching fatigue. After you begin to develop strength in this area, place a heavy barbell or similar weight on your shoulders as you do the exercise.

2. Stomach and hips. The jackknife is one of the best exercises for this area. Lie down on your back with your legs together and your arms stretched back over your head. With a sudden burst raise your legs and at the same time your upper body and arms. The knees should be stiff, and you should try to touch your toes with your fingers at a spot just above the hips. You may find this difficult at first. Try working up to sections of four at a time, done as fast as possible for as long as possible with 10 seconds rest between each section.

Have a check up

Before you start your pre-season training, make sure you visit a doctor. Tell him all about what you are going to be doing. This is an important point, and you would be wise to have a check up at the end of a season too.

Learn a secondary game

Every athlete who takes part in such strenuous sports as football, track, hockey, basketball, etc., should learn a secondary sport. These include tennis, handball, volleyball, golf, badminton, etc.

There are two reasons for this. One is that the secondary sport will help the athlete keep in shape

during the off-season. The athlete who lets his condition go when he's out of season is the athlete who doesn't last too long in his sport, particularly if it is a really strenuous one.

The second reason for learning a secondary sport is that it will give the athlete a sport when his regular playing days are over. Experience shows that most athletes will not take up a second sport after winding up a career in another event. The secondary sport skills have to be learned while he is still in good shape.

Canadians do more reading

Despite television and other distractions, Canadians are doing more reading.

This was indicated in the latest biennial survey of libraries issued by the Bureau of Statistics. It showed public libraries enjoyed a general expansion in 1953 over 1951, including a 20 percent increase in the number of borrowers.

The 1953 survey covered 765 public libraries, nine mail-order and travelling libraries, 268 university and college and 131 business and professional libraries and made these findings:

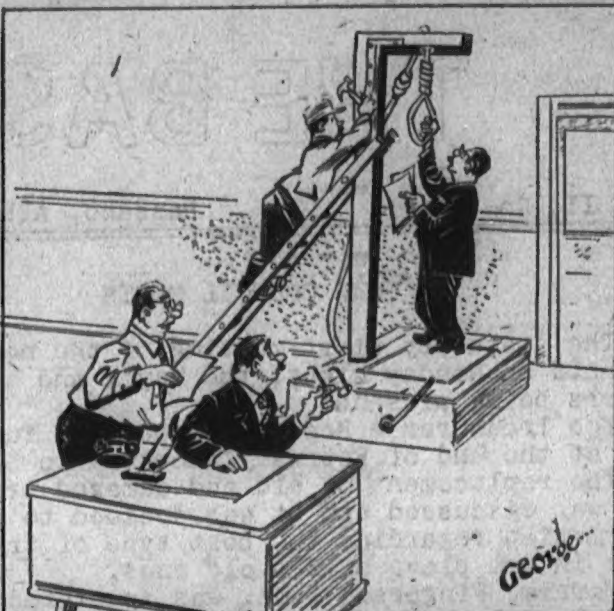
An estimated 55 percent of the population had public library service and 21 percent of the population with such service were registered borrowers. Public library expenditures in 1953 for all Canada amounted to a per capita rate of 53 cents.

The largest of all planets is Jupiter.

The loon is a diving bird found only around fresh water.

Ticklers

By George



"By jove! The boss is serious about dealing sternly with anyone coming in late!"

:: Weekly Crossword Puzzle ::

Ratite Bird

HORIZONTAL

1 Depicted bird

4 Slant

9 Steamer (ab.)

12 Grain

13 Cherished

14 Blood money

15 Obtain

16 Old-womanish

17 Assist

18 Body of land

20 Vagrants

22 Measure of type

23 Preposition

24 Sweet secretion

26 Retain

29 Correlative of either

30 Narrow inlet

31 Individual

33 Oriental measure

34 Nearest

36 Pare

38 Toward

39 Chemical suffix

40 Steeples

44 Swift river currents

48 Cooking utensil

49 Asiatic kingdom

51 Period

52 Part of a circle

53 Vestige

54 Compass point

55 Seine

56 Facilitates

57 Brother of Osiris

VERTICAL

1 Wise men

2 Is indebted

3 Horn

4 Scrutinize

5 Disembark

6 Boundary (comb. form)

7 Skin of a beast

8 Westphalian river

9 Hasten away

10 Journey

11 Wands

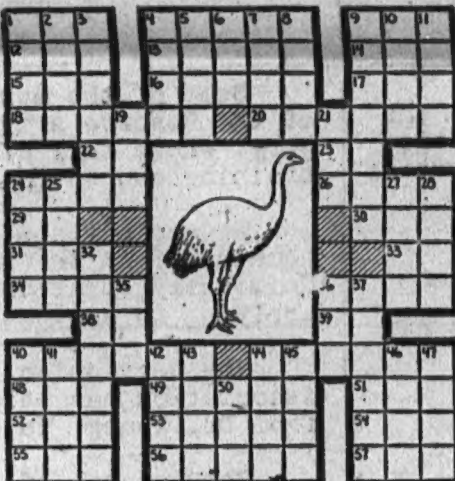
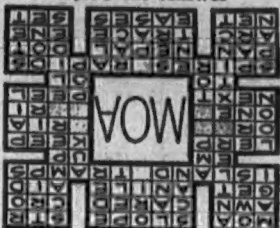
19 Ampere (ab.)

21 Sea bird

24 Diving bird

25 Sea eagle

Here's the Answer



Ten Word INTELLIGRAM

Check the correct word:

- 1—Second worst disaster in British aviation history recently occurred at (Malta) (Suez).
- 2—It claimed (21) (50) lives.
- 3—A French airliner recently crashed at (Cairo) (Algiers).
- 4—It carried (52) (21) to death.
- 5—A (Marine) (Navy) plane recently crashed on our own west coast, with loss of 4.
- 6—Death toll in Europe's worst-in-decades winter has soared near the (300) (700) mark.
- 7—Communist leaders have recently (added to) (detracted from) legendary greatness of Stalin.
- 8—Administration plans (surplus farm products) (monetary) aid to winter-ravaged Europe.
- 9—U.S. tank shipment to (Israel) (Saudi Arabia) set off a recent international hassle.
- 10—Rumor that Princess Margaret might become a Catholic (has) (has not) been confirmed.

Count 10 for each correct choice. A score of 0-20 is poor; 30-60, average; 70-80, superior; 90-100, very superior.

Decoded Intelligram

1—Malta, 2—Suez, 3—Cairo, 4—52, 5—Marine, 6—700, 7—Detracted from, 8—Surplus, 9—Saudi Arabia, 10—Has not.

Quick Canadian Quiz

1. Which of the 10 provinces have more than a million population?
2. By rail what is the distance from Halifax to Toronto, from Winnipeg to Calgary?
3. In the 1935-39 period, 60 percent of Canadian exports were raw materials and partly manufactured goods, 40 percent wholly or chiefly manufactured goods. What are today's percentages?
4. What month ranks first in total of marriages in Canada?
5. Do Canadians now pay more or less in taxes to support CBC than on former basis of \$2.50 annual license fee per radio home?

5. Taxation for CBC support now averages about \$8 per family annually. 3. Despite growth of industry, only 40 percent of present exports are in manufactured form. 2. Ont., Que., B.C., Alta. 4. September. 2. Halifax-Toronto, 1,081 miles; Winnipeg-Calgary, 821 miles.

(Material supplied by the editors of Quick Canadian Facts, the pocket annual of fact material about Canada.)

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PEGGY



—By Chuck Thursday

THE TILLERS



—By Les Carroll

Published every Thursday by Hugh Pearce, Bassano, Alberta. Authorized as Second Class Mail by the Postoffice Department, Ottawa.

THE OBSERVER

BY HUGH PEARCE

The citizens of the Makepeace and east Hussar district have been seriously inconvenienced this winter (in fact, they have been close to suffering actual hardship) by reason of snow blocked roads leading to their supply centres and schools. The main market road, which runs north from the Crowfoot corner, is practically worn out from many years of use and, in many places, is lower than the surrounding terrain. In such conditions it requires very little drifting snow to block the road entirely, thus isolating the district. This unfortunate situation has existed for several years but has been made more conspicuous this year by the unusually large snowfall. This road shows definite signs of neglect on the part of the Municipal authorities responsible and, to aggravate the situation, this road is situated on the eastern border of the municipal district and is, perhaps, overlooked on that account. If another winter is experienced next year similar to the one now nearly over, the situation will be even worse for these citizens as the C.P.R. has curtailed the train service on that branch line to only one train per week.

This district used Bassano as a trading centre in the old days and many of the citizens still transact their business in this Town. As many of them are good customers of the Bassano businessmen I would suggest that the Bassano Board of Trade might well take an interest in this matter. Why not take the lead by organizing the ratepayers of the Makepeace and eastern Hussar district and make a concerted effort to have the road rebuilt this year? If the road bed was raised above the level of the adjoining fields the drifting snow would not be such a problem and, if some pressure was brought to bear in order to impress the officials of the municipal district with the seriousness of the situation, perhaps it could be arranged to plow the road clear in the event it was closed by snow drifts in the future.

MAKEPEACE NEWS

The Makepeace community is covered with snow so haven't been able to get out for a week.

Annie Bulger returned home on Monday after spending a few days in Calgary.

George Dyck and his rink, Frieda Dyck, Darlene Kirwan and Jerry Ewing, are curling in the Bassano Bonspiel.

Mr. Voris Malsberry is visiting in Makepeace.

Mr. and Mrs. Harold Nail motored to Brooks on Monday.

Kai Larson Sr. almost lost his tractor in a fire recently.

We are glad to report that Mrs. Ed Martin has returned home from the hospital.

Mrs. Kai Larson Jr. had her mother visiting her for a week.

ORDER YOUR CIRCULARS, PRICE LISTS, FORM LETTERS, ETC. FROM THE BASSANO HERALD.

A FIRST CLASS JOB IS GUARANTEED AND YOU WILL BE SURPRISED AT THE LOW COST TO YOU.

A CIRCULAR LETTER TO YOUR CUSTOMERS THIS SPRING MAY PAY YOU BIG DIVIDENDS LATER ON.

HOUSE FOR SALE

3 BEDROOMS PLUS 2 BEDROOMS UPSTAIRS

ON SEWER AND WATER

PRICED FOR QUICK SALE

\$3500.00

J.W. RATZLAFF

Real Estate & Insurance
PHONE 99 BASSANO

SPRING

IS IN THE AIR (WE HOPE)

WE HAVE RUBBER BOOTS FOR MEN AND BOYS

ALL SIZES IN STOCK

BRENT'S MEN'S WEAR

PHONE 12

BASSANO

SPRING CLEARANCE SALE

OF OLDER MODELS OF USED CARS (1947 TO 1950)

GOING AT VERY LOW PRICES!

WILL TAKE FEED GRAIN IN TRADE

COME IN AND INSPECT THEM TODAY

BUD'S SERVICE (BASSANO) LTD.

Day Phone 171-R3

Night Phone 189

WE SPECIALIZE

IN MAKING A GOOD CUP OF COFFEE

TRY IT TODAY

BUD'S COFFEE SHOP
George Mason - Prop.



FOR
GOOD LUCK

WITH YOUR MACHINERY

SEE

SCHELSKE'S WELDING SHOP

PHONE 140

BASSANO

OUR COMPLETE SHORT STORY —

the line that sells

—By A. H. ORLOFF

I'M NOT through yet, Mary," said Joe Morris. "Your father doesn't want us to marry now, but I'll keep right on trying to convince him."

Mary Delany kissed him lightly through a ring of tobacco smoke from his pipe. "Father will like that," she said. "He's a salesman at heart, and so are you. He certainly won't think less of you for trying."

Joe smiled wryly. "How much is less than nothing?"

"You know that isn't so," Mary said. "He really likes you a lot."

"Then he has a strange way of showing it," Joe replied. "When I came out of the army and got my old job back, your father told me I hadn't lost my knack. He said that I was a better salesman than ever. He'd joke and say some day I'd be the salesmanager in his place. But he's changed since he learned about us. Very formal, if you know what I mean. Became all business with me, and had no time for the old jokes. Not to mention the fact that he's handed me just about every tough sales account in the office."

"Do you know what I think, Joe?" said Mary, earnestly. "I think you are just being terribly self-conscious. But please don't worry. You've sold me. And who says you can't sell father, too? There isn't another salesman like you in that old company."

At the weekly sales conference the next day, Joe was listening to Mr. Delanty deliver his usual fifteen-minute pep talk. In one guise or another, Joe had heard it all before. But towards the end he grew keenly attentive as Mr. Delanty in his gruff, hearty manner said, "Find the line that sells, and stick to it! That's my personal slogan. And I don't mean a line of goods. I mean that little something that goes to the heart of your customer. When you find it, use it. Get right under his skin. The rest is as easy as eating apple pie. You'll sell him! I know because it has worked for me for twenty years."

The idea excited Joe. But how was he to find the line that would sell a hardened customer like Mr. Delanty? He wanted to think about it when the meeting ended. He had just reached the door when Mr. Delanty, stepping away from the other salesmen crowding around him, called out, "Joe, just a minute. I want to see you." Joe turned back. Mr. Delanty's tone worried him. After the room was cleared Mr. Delanty said, "I'm turning over the Hiram-Gould account to you. Mr. Gould is expected in from Chicago tonight. Meet him at the station. Now, Joe, this time the company wants his business. Dick Travers had the assignment three months ago. He did not get Gould's order. See that you do!"

Joe found Mr. Gould a short, stout man with sharp eyes. Joe, himself, was watchful and very attentive. He saw Mr. Gould's expression change as a young couple went by arm in arm. "They seem to be very happy," Joe remarked. A taxi rolled up and Mr. Gould leaned back in his seat. "Yes," he said, "that young couple seemed happy. Married, I suppose. That's what I like. I like married people. I like to do business with a married man. He has a sense of responsibility. Much more dependable, although I admit you'll find exceptions."

Joe sensed what was coming next. He thought of Mr. Delanty's speech and he made a quick decision. He was prepared for Mr.

Gould's question.

Joe looked at him brightly. "Yes, indeed, Mr. Gould," he said. "Just recently. And to the finest girl in the world."

The taxi drew to a stop at the hotel. "That's good, my boy," said Mr. Gould. "I'm very glad to know that. Well, I'll see you tomorrow, and we'll get down to business then. Make it for lunch right here at the hotel. And I'll tell you what, I'd like to meet your bride. Bring her along."

Joe could hardly wait until Mr. Gould entered the hotel. He rushed for a telephone. Mary did not quite understand what he was trying to tell her. But from his excitement, she knew something important had happened. Mary agreed to meet him immediately at their favorite spot.

He told her about Mr. Gould. "It came to me like a flash," Joe explained. "Right out of your father's sales slogan. 'Find the line—that sells, and stick to it!' Mary, I've found that line. There's only one way I can stick to it. I need your help to do it. Will you marry me?"

"You mean now? Right away, Joe?"

He nodded eagerly. "It's the only way," he said. "I've only got until noon tomorrow."

"But, Joe, there's father . . . " "Don't worry about your father," Joe broke in. "I'm sure I've found the line that will sell him, too. One thing he'll never do, and that's go back on his own slogan."

Mary looked at him. Joe had his answer. "Honey," he said, "let's go!"

At lunch the next day Mr. Gould asked Mary, "How long did you say you've been married?" Happily, Mary replied, "Oh, recently, very recently."

Mr. Gould looked at Joe. "Yes, I thought so. That's what your husband told me last night." Mr. Gould laughed, and had a good time. After lunch he gave Joe an order that made his eyes pop. "Since you've only recently been married," Mr. Gould said to Joe, "you can tell Mr. Delanty that this order of mine is sort of a wedding present. On second thought, I think I'll tell him myself." Joe and Mary exchanged glances. Joe put his arm around her, reassuringly. Mr. Gould beamed.

"What now?" Mary asked after he left them.

"Wait," Joe said. "We just wait. Trust me, honey. Let Mr. Gould have his talk with your father. I'm banking on his slogan. As soon as he sees Mr. Gould, your father will hunt the city for us. Meanwhile, we'll sit tight. We'll telephone him later to break the news just as if it were a surprise."

Mary telephoned her father early that evening. Joe stood by whispering, "Now don't forget the slogan. It's our trump card." When the connection was finally completed Joe heard Mr. Delanty's

explosive, "Mary! Where are you?" After that he heard only an assortment of sounds boom over the telephone, then suddenly Mary's happy laughter.

"There, what did I say?" Joe shouted. "I said your father wouldn't go back on his own slogan. Worked like magic. Isn't it wonderful?"

"And so are you," Mary said, hugging him. "Father said to tell you he's not the company salesmanager just for the fun of the job. He wanted to be sure you had what it takes. He knew Mr. Gould's little peculiarity, that he would only buy from a married man. He learned that when Dick Travers lost the first sale. That's why he gave you the assignment. He hoped you would know what to do. You didn't disappoint him — or me."

SQUELCHED

U.S. border patrol agents, alert for Mexican aliens without entry permits, stopped their car to question an elderly man plodding along a road. He fumbled through his worn wallet as they questioned him in English and Spanish and finally said, as he produced identification, "I guess, I was in this country before you, sirs." He was an American Indian.

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SWEET ARRANGEMENT — If you have a nice taste in flowers, you'd enjoy this floral offering. Blossoms of sugar and a vase of almond paste are placed on display at a pastry and confection show in Paris, France, by master confectioner Jean DeBlieux.

Club penalty records falling

Two National Hockey League club penalty records have fallen this season and a third will fall any day now. Lou Fontinato, colorful New York Ranger defenseman, set a New Ranger record for most penalty minutes by a player when he incurred his 150th minute in a penalty box on February 8. The former record was 146 minutes and was held by the one and only Ching Johnson. Ching set this mark in 1927-28, second season the Rangers were in the N.H.L.

Ted Lindsay, scrappy captain of the Detroit Red Wings, broke his own record this season. Lindsay had racked up 143 minutes in penalty time after Detroit's 50th game this term, to better his former mark of 141. He set the 141-minute mark in 1949-50 and this was the all-time record for minutes by a Detroit player until he fractured the figure this year.

Kenny Reardon is the most penalized player in the history of the Montreal Canadiens with 129 minutes, which he incurred in 1947-48. Jean Beliveau, however, is a cinch to break this mark. Beliveau had a total of 121 minutes after Canadiens' 53rd game this season.

Rope yourself a chunk

of this Wonderful Cheese!

This pasteurized process cheese is made from fine Canadian cheddar, aged to ripe maturity. Ingersoll Baby Roll is perfect for parties, snacks and after-school hollow legs. And say, pardner, it's Western Canada's favourite!

In pound and half-pound sizes.

INGERSOLL CHEESE CO. LTD.
INGERSOLL, ONT.

Makers of Fine Cheese Since 1880

BOZO

By Foxo Reardon



ROSEMARY NEWS

Mr. and Mrs. O.C. Hansen of Bridesville, B.C. are visiting with the E. Whites and Grandma Naium.

Mr. and Mrs. P. Romple announce the arrival of a baby boy.

The L.D.S. Relief Society announce their annual 17th of March party will be held on March 16th in the L.D.S. Hall.

The L.D.S. boys are leaving for Edmonton on Friday on an educational tour. They plan to visit the Legislature in session at the Parliament Buildings and other picturesque spots in Edmonton, staying in Edmonton on Friday night. On Saturday they plan to visit Calgary, returning to Rosemary on Sunday night.

POET'S CORNER

By A.R.

Mary-up-to-Date

Mary had a little lamb,
With mint sauce on the side;
When Mary saw the bill for this,
It shocked her so she cried.

Mary had a little veal,
A cutlet, fit to broil;
For what her dad paid for that meal
All morning spent in toil.

Mary had a little steak-
A porterhouse, quite small,
And when the bill came in she wept
"No dress for me this fall".

Mary had some bacon, sliced,
'Twas streaked with lean and fat;
And now she knows she can't afford
To buy a new spring hat.

Mary had a little roast,
As juicy as could be,
Then Mary's daddy promptly went
Right into bankruptcy.

Mary isn't eating meat;
She has a better plan.
She says it's ladylike to be
A vegetarian!

CHALLENGED

Many hearty laughs mingle
Over the Jingle
At our good Doctor's expense;
But I'm sorry to say
That now every day
We just view him from over the fence!
-- Whosis

YES, I WOULD LIKE THE BASSANO HERALD
MAILED TO ME FOR A FULL YEAR.

I ENCLOSE \$1.50 FOR THE SUBSCRIPTION.

Name _____

Address _____

WILL YOU SELL

YOUR FARM THIS SPRING?

LIST YOUR PROPERTY WITH ME.

I HAVE BUYERS WITH CASH WAITING TO DEAL

JAS. R. DONALDSON
Real Estate Agent
Phone 14 Bassano

FEED WHEAT AND BARLEY FOR SALE F.O.B. BASSANO

SEE
BASSANO MOTORS
PHONE 90 BASSANO

XL FEED & SUPPLY LTD,
BASSANO, ALBERTA.

March 15, 1956.

TO ALL FARMERS AND FARMERETTES:

We have been told that "Spring is just around the corner". Come Spring and a good farmer's thoughts turn to seeding.

Now so many of us have held off making an appointment for having our seed grain cleaned that there may be a jam up at the last minute. DON'T LET THIS HAPPEN TO YOU!

Incidentally, we have a complete stock of seed dressings on hand with which we can treat your seed grain while we are cleaning it.

Your fertilizer needs can be handled easily and cheaply through us.

Don't forget that your cattle need a pick-up now more than ever, and pellets are an easy way to give them extra protein, vitamin "A" and phosphorus. We are also looking forward to supplying your Spring requirements for chick starter, laying mash, turkey starter, pig starter, pig feeds and salt.

Now is the time to spray your cattle for warbles. We have both liquid and powder derris preparations for spraying.

Looking forward to serving you,
Yours sincerely,

XL FEED & SUPPLY LIMITED
PHONE 82 BASSANO

FISH & MEAT

FRESH AND CURED MEAT AND FISH

FROZEN FOODS & ICE CREAM

PIONEER MEAT MARKET
PHONE 42 BASSANO

FOR GOOD HOME COOKING

AND WELL SERVED MEALS

TRY

THE IMPERIAL COFFEE SHOP
Mrs. J. Bryan - Prop

LOST LOST LOST
A brown wallet containing about \$60.00

REWARD FOR RETURN TO

ROY HOOD, BASSANO

Funny and Otherwise

An aged woman had been given a birthday party each year at which she received knick-knacks for her house. When she reached 90, a friend asked her what she wanted.

"Just give me a kiss, so I won't have to dust it off," she replied.

Visiting Paris an American woman went to a bureau which provided American men as escorts. When informed that she could engage either a Northerner or a Southerner, she asked the difference, and was told that the Southerners were gallant, debonaire, while the Northerners were smooth talkers and romantic.

"Well, then," she said, "I'll take a Southerner from as far north as possible."

"Four weeks ago I was so run down that I could not even spank the baby," wrote a woman to a certain manufacturer. "But after taking three bottles of your wonderful tonic, I am now able to thrash my husband in addition to my other household."

A landlord asked his guest, "How did you find the room?"

"Terrible," replied the frank guest. "I didn't close my eyes all night."

"That's your own fault, sir. If you want to sleep you must close your eyes."

Itch...Itch...I Was Nearly Crazy

Very first use of soothing, cooling liquid D. D. D. Prescription positively relieves raw red itch—caused by eczema, rashes, scalp irritation, chafing—other itchy troubles. Greaseless, stainless. 39c trial bottle must satisfy or money back. Don't suffer. Ask your druggist for D. D. D. PRESCRIPTION

Helps You Overcome FALSE TEETH Looseness and Worry

No longer be annoyed or feel ill-at-ease because of loose, wobbly false teeth. FASTEETH, an improved alkaline (non-acid) powder, sprinkled on your plates holds them firmer so they feel more comfortable. Avoid embarrassment caused by loose plates. Get FASTEETH today at any drug counter.

Nitrogenous fertilizers on market

Nitrogen for use as a fertilizer is on the market in gaseous, liquid and solid forms. Each has some advantage in regard to cost, application or ease of handling, but so far as the plant is concerned, it makes little difference which form is used if equal amounts of nitrogen are applied, says J. L. Doughty, Soil Research Laboratory, Canada Department of Agriculture, Swift Current, Sask.

When nitrogen in the form of ammonia is applied to a soil it is changed into nitrate within a few days by soil micro-organisms, providing the soil temperatures and moisture supply are favorable. Practically all nitrogen used by plants enters the root system in the form of nitrate irrespective of the form initially applied to the soil.

The oxidation of ammonia to nitrate is very slow when the soil temperature is below 45 degrees F. and for this reason late fall application of nitrogen in the form of ammonia can be made without much danger of loss before plant growth starts in the spring.

When anhydrous ammonia is applied to a dry soil there is more danger of loss than when the soil is moist, for the ammonia gas must combine with the soil moisture to be relatively safe from loss by volatilization. Nitrogen in the form of ammonia is held by the colloidal material and is relatively safe from loss by leaching, while the nitrate form moves freely with the soil moisture and may be lost by deep percolation following heavy rains.

The farmer when deciding which nitrogenous fertilizer to use must consider the cost per unit of nitrogen, the method of application and the ease of handling. These factors must be balanced one against the other to determine which fertilizer is the most suitable for the particular case under consideration.

It must be kept in mind that the maximum return from any fertilizer will only be obtained when the other essential elements and moisture are present in adequate amounts. Nitrogen will not compensate for some other nutrient that may be lacking.

DOUBLE LOSSES

Forest insects and diseases account for more than double the losses sustained from man-caused fires each year in the destructive losses suffered by U.S. forests.

The Pattern Shop

FLOWER QUILT

Lovely blossoms the year round on this cozy quilt



7302 by Alice Brooks

Twelve months of lovely blossoms—"blooming" in bright colors on this cozy quilt! Easy to embroider—symbolic flowers for every season of the year.

Pattern 7302 includes: Diagrams, transfers of all 12 flowers-of-the-year. Quilt 72 x 102 inches.

To obtain this pattern send twenty-five cents in coins (stamps cannot be accepted) to:

Household Arts Department, Department P.P.L., 60 Front Street W., Toronto

Be sure to write plainly your Name, Address and Pattern Number.

Order our ALICE BROOKS Needlecraft Catalogue. Enjoy pages and pages of exciting new designs—knitting, crochet, embroidery, iron-ons, toys and novelties! Send 25 cents for your copy of this wonderful book now. You'll want to order every design in it!

BE A COURTEOUS DRIVER

Fashions

Cut to fit



4523 14½-24½

by Anne Adams

Half-sizers! Look so smart in this bright and breezy style. It's sew-simple—no side opening! Just unbutton shoulders—slip it on 1-2-3 quick! Make several in a jiffy in tubbable cottons. Cut to fit the shorter, fuller figure—no alteration problems with this pattern! Pattern 4523: Half Sizes 14½, 16½, 18½, 20½, 22½, 24½. Size 16½ takes 4½ yards 35-inch.

This pattern easy to use, simple to sew, is tested for fit. Has complete illustrated instructions.

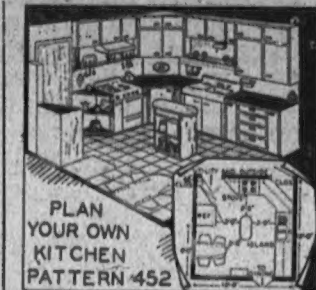
Send thirty-five cents (35c) in coins (stamps cannot be accepted) for this pattern. Write plainly Size, Name, Address and Style Number and send orders to:

Anne Adams Pattern Dept., Department P.P.L., 60 Front Street W., Toronto

YOU MAKE IT

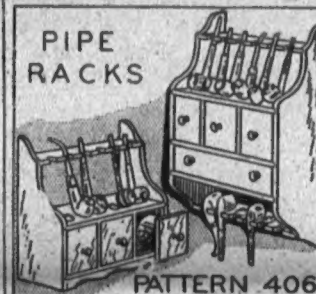
Kitchen layout for your home: pipe racks

The sketch shows the use of a kitchen floor space that is 12 feet square. As windows, doors and utility outlets vary in both old and new houses a similar space might be used more efficiently with a different arrangement of fixtures. The pattern gives diagrams for the standard fixtures scaled to the space necessary for each. Whether you plan a new kitchen or re-do your present one these diagrams will help you to use each square inch of space to best advantage. Price of pattern 452 is 35c. If you plan to do over your present kitchen include \$1.50 additional and receive the Kitchen Remodeling Packet of patterns for dinette set; corner, wall and floor cabinets.



PLAN YOUR OWN KITCHEN PATTERN 452

grams for the standard fixtures scaled to the space necessary for each. Whether you plan a new kitchen or re-do your present one these diagrams will help you to use each square inch of space to best advantage. Price of pattern 452 is 35c. If you plan to do over your present kitchen include \$1.50 additional and receive the Kitchen Remodeling Packet of patterns for dinette set; corner, wall and floor cabinets.



PIPE RACKS PATTERN 406

If you want the family to treat your pipes with proper respect, make a rack for them that will do them proud. This one includes humidifier-drawers that will keep your favorite tobaccos fresh. The larger rack also has a handy drawer for pipe cleaners and trinkets. It displays an even dozen pipes. The smaller one is the same width and holds a half dozen. Use any wood that takes a high polish. The humidifiers are air-tight glass jars. The pattern gives tracing diagrams for the shaped parts with directions for assembling and finishing. Pattern 406 is 35c or it will be included in the Sportsman's Packet of five standard patterns for \$1.50.

Address order to: Home Workshop Pattern Service, Department P.P.L., 4433 West Fifth Avenue, Vancouver, B.C.

Goldfish are related to the carp.

Blind man excels in X-ray work

Alva Jay Francis, blind for 10 years, has become an important and useful member of the St. Charles Hospital staff of Toledo, Ohio. He works in the hospital's X-ray department, developing and processing negatives.

Dr. John W. Smythe, director of the hospital's department of radiology, said Francis' work has been exceptionally good.

"The developing technique of X-ray negatives is strict and Jay's following the same routine with all negatives without distraction makes the results more constant, a necessary factor in obtaining a good reading," Smythe said.

He pointed out this means fewer errors in processing, eliminating retakes of patient X-rays, and in general speeds the work of the department.

A native of East-Lynn, W. Va., Francis was a door-to-door salesman of blind-made articles in Akron when a blind friend told him of the opportunities in X-ray work. He studied in Cleveland, then went to work here.

BARBER POLE

The modern barber pole is a relic of the early Middle Ages when barbers in Europe practiced surgery.



EXPORT CANADA'S FINEST CIGARETTE

CUNARD TO EUROPE WINTER and SPRING SAILINGS

TO BRITISH PORTS: First Class from \$192 Tourist Class from \$145

At Thrift-Season Rates ROUND TRIP FOR AS LITTLE AS \$290

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QUEEN MARY	—	—	Wed. MAR. 14	—	Cherbourg, Southampton
PARTHIA	—	—	Fri. MAR. 16	—	Liverpool
QUEEN ELIZABETH	—	—	Wed. MAR. 21	—	Cherbourg, Southampton
SAXONIA	—	—	Fri. MAR. 23	Sat. MAR. 24	Cobh, Liverpool
QUEEN MARY	—	—	Wed. MAR. 28	—	Cherbourg, Southampton
ASCANIA	—	—	Thurs. MAR. 29	Sat. MAR. 31	Havre, Southampton
MEDIA	—	—	Fri. MAR. 30	—	Liverpool
QUEEN ELIZABETH	—	—	Wed. APR. 4	—	Cherbourg, Southampton
SCYTHIA	—	—	Thurs. APR. 5	Sat. APR. 7	Havre, Southampton
IVERNIA	—	—	Fri. APR. 6	Sat. APR. 7	Cobh, Liverpool
QUEEN MARY	—	—	Wed. APR. 11	—	Cherbourg, Southampton
PARTHIA	—	—	Fri. APR. 13	—	Liverpool
QUEEN ELIZABETH	—	—	Wed. APR. 18	—	Cherbourg, Southampton
BRITANNIC	—	—	Wed. APR. 18	—	Cobh, Liverpool
SAXONIA	Fri. APR. 20	—	—	—	Greenock, Liverpool
MAURETANIA	—	—	Tues. APR. 24	—	Cobh, Havre, Southampton
ASCANIA	Wed. APR. 25	—	—	—	Havre, Southampton
QUEEN MARY	—	—	Wed. APR. 25	—	Cherbourg, Southampton
MEDIA	—	—	Fri. APR. 27	—	Liverpool
IVERNIA	Sat. APR. 28	—	—	—	Cherbourg, Southampton
QUEEN ELIZABETH	—	—	Wed. MAY 2	—	Cobh, Liverpool
FRANCONIA	—	—	Thurs. MAY 3	—	Havre, Southampton
SCYTHIA	—	Wed. MAY 9	—	—	Cherbourg, Southampton
QUEEN MARY	—	—	Wed. MAY 9	—	Greenock, Liverpool
SAXONIA	Fri. MAY 11	—	—	—	Liverpool
PARTHIA	—	—	Fri. MAY 11	—	Cobh, Liverpool
BRITANNIC	—	—	Wed. MAY 16	—	Cherbourg, Southampton
QUEEN ELIZABETH	—	—	Wed. MAY 16	—	Cherbourg, Southampton

*Via Bermuda

†Summer Season Rates Apply

THE NEW "CARINTHIA" MAIDEN VOYAGE From Liverpool June 27 From Montreal July 6

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Bring your relatives or friends from Europe. Prepay their passages in Canada

RED CROSS NEWS

The annual Red Cross canvass is again underway in Bassano. Again our quota is \$900.00. The ladies are giving their time in wading through snow and mud each year that this quota may be met. Then may each one do your part as they call on you.

This year, as last, Red Cross canvassers are emphasizing the work of the Alberta Red Cross Crippled Children's hospital which had 281 in-patients last year for a total of 31,349 days hospital care. A total of 1,123 children visited the hospital's out-patient department for a total of 3,772 visits. Built for the treatment of children whose parents cannot afford prolonged orthopedic care, patients were admitted from all over Alberta, the Peace River Block in B.C. and the North West Territories.

But while much Red Cross work is done at home, including the Blood Transfusion service which serves 129 hospitals in Alberta, the Society has international obligations as well. During the past year hundreds of articles of clothing have been shipped to flood and disaster refugees, political refugees, hospitals and sanatoria.

The Junior Red Cross in the schools, which is growing each year, assists in Canadian programs as well as helping less fortunate children overseas.

A BOOK

By A.R.

Into a public library
In a city I chanced to stray,
At a desk sat a dear old lady,
Her age about seventy three.

The book she held, like herself, was worn,
Like an aged ship, weathering a storm;
Her old straw bonnet pushed askew,
Her spectacles tipped over eyes of blue.

The old lady's face was faded thin,
One saw at a glance her purse was slim;
She leafed the pages o'er and o'er,
And smiled as she thought of the treat in store.

I followed out on the busy street,
As she hobbled along on crippled feet,
And I thought of the poem of long ago
"She is Somebody's Mother, Boys, you know!"

She clutched the volume as she made her way
In a manner that made one wish to pray;
Oh! That the author could have seen the look!
It would well reward him for writing the book.

NOTICE

PREPARATION OF ASSESSMENT ROLL
1956

TOWN OF BASSANO

Notice is hereby given that the assessment of the previous year has been adopted under the provisions of the Assessment Act, and that the assessment roll of the said Town has been duly prepared, and that if any person thinks that any property has been wrongfully assessed, or assessment too high or too low or that his name or the name of any other person has been wrongfully entered or omitted from the roll, he may notify me at any time prior to April 15th of the particulars and grounds of his complaint.

Dated at Bassano, Alberta, this fifteenth day of March, 1956.

Hugh Pearce

Secretary Treasurer.

YOUR HEADQUARTERS

FOR HARDWARE AND BUILDING SUPPLIES

- IF YOU REQUIRE CEMENT THIS YEAR -

- PLACE YOUR ORDERS NOW -

- THE SUPPLY IS VERY LIMITED -

BROODER HOUSE PLANS AND MATERIAL

NOW AVAILABLE

SEE US FOR PRICES

ROYAL LUMBER YARDS LTD.
Les Spivey - Manager
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GET A LOAD

OF THESE DELICIOUS "DEEP ROASTED"

BABY BUNTING NUTS

ENJOY SOME TODAY

Boxed or in bulk

THE EASTER BUNNY HAS ARRIVED

CHOCOLATE EGGS FROM 10¢ to \$5.00
Bunny Rabbits, Chickens, Ducks,
Lambs and many other animals.

SMILES'N CHUCKLES BOXED CHOCOLATES

Just arrived for Easter.

STILES "THE DRUGGIST"

PHONE 88

BASSANO

LAST CHANCE

TO BUY A PAIR OF MEN'S BROWN OXFORDS
AT A \$2.00 PRICE CUT

THEY ARE GOING FAST!

GROCERY SPECIALS
FOR SATURDAY, MARCH 17th

PUDDINGS, Royal Instant	2	for	0.19
CANNED FRUIT, 15 oz tins	4	for	1.00
TOMATO JUICE, 48 oz tins	2	for	0.69
NABOB TEA, per 1-lb package			1.09
SALMON, Pink Seal, 1's	2	for	0.95

SEE OUR CIRCULAR FOR OTHER SPECIALS

SEE OUR STOCK
OF EASTER CANDY

FRIENDLY STORES LIMITED

PHONE 9

BASSANO

World Happenings In Pictures



CARNIVAL QUEEN—Pat Parkes of Ottawa tips her crown to the crowd and winks after being named Carnival Queen at Beamish Hill, Quebec, a ski resort near the Capital. More than 300 skiers turned out for the fifth annual carnival.

Camera captures curious critters



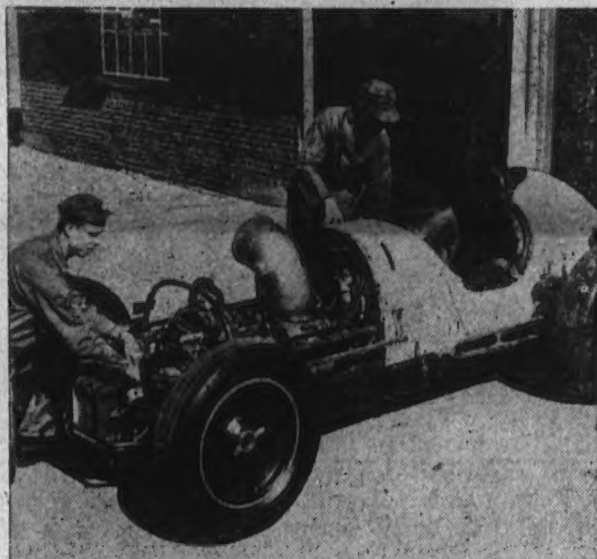
"HOMEY, ISN'T IT?"—It's the best winter in years for this sea lion, in residence at the Paris, France, zoo. Europe's worst-in-years winter has put a respectable coating of ice on his pool. He's giving the photographer an icy eye from one of the air holes he's punched for his use between trips to the depths.



LOUNGE LIZARD—Giant iguana lizard from Cuba poses for this formal portrait in the reptile house at the Washington Zoo in the nation's capital.



MINK BECOMES HOUSE PET—A tame white mink with a passion for hamburger and who was raised by a cat, takes to a pine as he is held by Terry Hudson, of Vancouver. Terry turned the usually vicious mink into a house pet.



HOW TO MAKE A "BOID" SING—Airmen of the Strategic Air Command, stationed at Offutt Air Force Base, near Omaha, Neb., keep their turbine-throated "boid" in tune. Hailed as one of the most satisfactory experimental vehicles yet designed to utilize a low-powered turbine, the converted racer is nicknamed the "SACfirebird".



COMMEMORATIVE STAMP—This is a one-franc Monaco commemorative stamp, part of an issue designed to signal the forthcoming wedding of Prince Rainier and film star Grace Kelly. Between the two portraits is the date of their wedding and below that their entwined initials. The stamps will be sold publicly only on the day of the wedding and before that to collectors who apply for them.



"BATTLESHIPS" OF TRUE COLD WAR—Tugs maintain a ceaseless twin patrol of the Elbe River estuary at Hamburg, Germany, as all of Europe battles the worst-in-a-century winter. Tugs seek to keep a channel open to the vital North Sea port in the face of the series of blizzards and cold waves which have claimed hundreds of lives during the last few months.



PROFESSIONAL PORTRAIT—Maureen Connolly, America's sweetheart of the courts until her retirement from amateur tennis, poses for a "professional" portrait in Chicago, Ill. "Little Mo" will tour the nation, giving advice at high school tennis clinics, in her role as manufacturer's representative.